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02.81 R. R. McUMBER

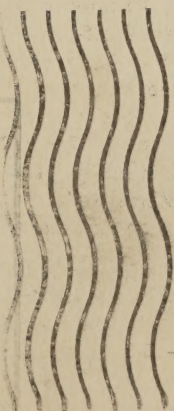
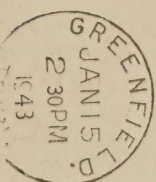
GROWER OF

BLAKEMORE STRAWBERRY PLANTS

Greenfield, Tennessee

1943

U. S. Dept of Agriculture
Bureau of Plant Industry



SEC. 562, P. L. & R.

J. P. Magness
Head Horticulturist

Washington
D. C.

McUmbert's Blakemore Strawberry Plants For 1943

THE McUMBER BLAKEMORE—The favorite of this section for a decade, and a big seller thru-out the entire strawberry growing section, is proudly announced for 1943. The Blakemore, originally developed by Dr. George Darrow at the U. S. D. A station, Beltsville, Md., has been grown and distributed by McUmbert Farms as the leading strawberry variety of the United States, according to the surveys of the **AMERICAN FRUIT GROWER**, leading horticultural magazine. The Blakemore is recommended as being of high yielding variety, a heavy producer of plants and a variety that will produce under adverse conditions. The berries are of good size, slightly larger and more uniform in shape than those of the Missionary. It stands shipment better than the Klondike and has a bright red color. It is an acid berry though slightly less acid than the Klondike.

THE KONVOY—A strawberry variety developed by Dr. Julian Miller, famous horticulturalist at Louisiana State University, has all of the good points of his famous Klonmore, but it is a better yielder and has finer quality fruit than the Klonmore. It is best adapted to the Southern States, and is so disease resistant that the usual sprays needed in these sections have not been necessary. It is of a very high dessert quality, and is a good shipper.

THE TENNESSEE SHIPPER—A new strawberry originated and patented by the University of Tennessee Agricultural Experiment Station. **THE TENNESSEE SHIPPER** is a heavy producer of fruit which holds a good size thru-out the fruiting season. The strawberry variety is highly resistant to winter injury, and has shown no sign of "yellow leaf," during all of its trials. **THE TENNESSEE SHIPPER** strawberry has proved itself to be very outstanding for carrying quality in shipment.

My plants have been given very careful attention since they were set. The same care is exercised in digging and packing. The plants are dug by experienced employees and placed in bundles, each of which contains 26 plants. The accuracy of count is insured by constant checking by field inspectors. The plants are then packed in a manner that will exclude air from the roots and yet expose the crowns to the air.

Prompt attention is given each order and careful supervision insures that they will be filled as nearly as possible on the desired date. All plants are State Inspected and Certified.

Prices are as follows:

BLAKEMORES AND KONVOYS

100,000 and over.....\$2.50 per M
Less than 100,000 and over 1000, \$3.00 per M
(F. O. B. Greenfield, Tenn.)

Less than 1000.....\$1.00 per 100—Post Paid

TENNESSEE SHIPPER

1000.....\$5.00—F. O. B. Greenfield, Tenn.

500.....\$3.50—F. O. B. Greenfield, Tenn.

100.....\$1.20—Post Paid.

25 75c—Post Paid.

Since the University of Tennessee owns the patent rights on **THE TENNESSEE SHIPPER**, McUmbert Farms must insist that purchase of these plants sign an agreement as follows:

"I understand that the **TENNESSEE SHIPPER** strawberry plants are protected by the plant patent laws of the United States, and that I may not sell, give, or otherwise dispose of the progeny of these plants unless by permission of the University of Tennessee Department of Horticulture."

SIGNED: _____

CULTURAL TIPS

Reasonably fertile, well drained soil free from weed and grass seeds should produce good strawberries.

The ground should be carefully prepared as in the preparation of the seedbed for corn. The rows should be bedded in the fall with low ridges, three and one-half feet apart. The plants should be set at two and one-half foot intervals. With this spacing, between 4,000 and 4,500 plants are required for an acre. A good method of setting is carried on by two persons. One person uses an ordinary shovel and makes a hole with one stroke in the carefully prepared seedbed and at the same time the other person places the plant in the hole using a single motion. The hole is then closed by pressure from the foot. Great care should be exercised to get all the roots covered and also leave the crown exposed.

Frequent light cultivations are necessary for best results and also frequent hoeings are needed both to keep down the grass and weeds and to place runners.

Applications of fertilizers are recommended for use in the fall following setting and before the bloom period the following spring. The most successful time for setting is as soon as the winter freezes are over.

McUMBERT FARMS make no guarantee, either expressed or implied as to the results obtained from these plants by other growers. If they are not satisfactory, contact us at once.

